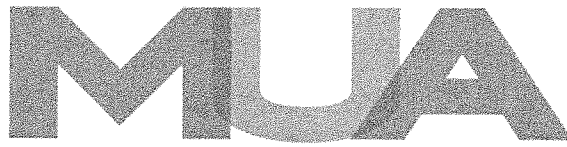


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 403: PRODUCT AND BRAND MANAGEMENT

DATE: 18TH APRIL 2017

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

COCA-COLA SHARE HAPPINESS

With consumers increasingly ordering only water with meals, Coca-Cola and pizzeria franchise Mellow Mushroom teamed up to drive beverage sales. Their strategy was to turn the time guests spend waiting for their meals into an opportunity to encourage mobile brand engagement.

Coca-Cola wanted to drive beverage sales at Mellow Mushroom, a pizzeria franchise that had been seeing a shift toward customers ordering only water with their meals. The brands felt there was an opportunity to leverage mobile to drive engagement and product sales while guests were waiting in the restaurant. Mellow Mushroom first became aware of its highly mobile customer base when it realized that nearly 60 percent of its web traffic was coming from mobile channels in June 2013.

A situation (and opportunity) unique to the restaurant industry is that guests spend periods of time waiting: waiting for a friend to show up, waiting for a table, waiting for their food, etc. Today, guests often spend this wait time browsing on their phones. Mellow Mushroom wanted to leverage guests' high level of interaction on mobile and engage them more deeply with the brand during that time.

The restaurant chain partnered with Coca-Cola and Live Nation on a consumer-engaging promotion around the concept of sharing happiness, music, and brand love. The game and instant-win promotion occurred exclusively at Mellow Mushroom locations throughout the U.S., and consumers could participate via SMS, microsite, or mobile site.

Customers who added a Coca-Cola beverage to their order received a coded scratch card with a 10-digit promotion code. The sweepstakes could be entered by texting the code for a chance to win a trip to the American Music Awards

The promotion successfully leveraged mobile to drive product sales, with the following results:

74,749 consumers entered the sweepstakes, 22,000 in the first week, The average Coca-Cola beverage sale per guest increased by 19 percent during the promotion for all top 10 code-entry stores, There was a 9 percent increase in Coca-Cola beverage

volume as a direct result of the program, SMS was the most successful means of driving participation, with 95 percent of all purchase-based codes entered via SMS. The *Spin the Coke Bottle* trivia game successfully drove traffic to the campaign promotion site, with 27 percent of visitors clicking the campaign banner ad.

Source

"Coca-Cola Share Happiness." 2014 MMA Finalist Lead Generation/Direct Response/Conversion. Brand: Mellow Mushroom. Lead Agency: HelloWorld, Inc.

Required:

- a. In your own view has branding assisted coca-cola? (5 marks)
- b. What are some of the branding strategies that coca-cola has used? (6 marks)
- c. Discuss the benefits of branding to both coca-cola and mellow mushroom? (14 marks)

QUESTION TWO

- a. Compare and Contrast industrial Products and consumer products (7 marks)
- b. Explain the importance of product packaging to a marketer (8 marks)

QUESTION THREE

i) Write short notes about the following concepts

- a. Brand (3 marks)
- b. Brand identity (3 marks)
- c. Line Branding (3 marks)

ii) Discuss features of a strong brand name (6marks)

QUESTION FOUR

- i. Patel and company associates have recently employed a brand manager. Elaborate the roles of a brand manager (7marks)
- ii. Compare and Contrast family brand name and individual brand name? (8marks)

QUESTION FIVE

- a. Distinguish between product life cycle and new product development process (7marks)
- b. Discuss why a new product may fail in a market (8marks)

QUESTION SIX

- a. Brand Kenya today is building Kenya as a brand through various initiatives.
Assess the benefits of brand equity to a brand like Kenya (10marks)
- b. Explain the product concept in marketing (5marks)